

Ethnic Personality of Community in the World Heritage Areas of Sukhothai and Angkor Wat

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Abstract The research design was mixed methods of quantitative and qualitative approaches. The research design for qualitative research was In-Dept Interview with structural form with 100 peoples comprised 50 Thais, 50 Khmers and quantitative research was survey research with 500 peoples of Thaipuan Ethnic Group who lived in Sukhothai World Heritage Site. The content from qualitative research was analyzed to construct the items for quantitative research. Factor analysis was used for determination the component factors of the desirable personality the Thaipuan Ethnic Group in Sukhothai World Heritage Sites. The objectives of this research were to study desirable personality of the Thaipuan Ethnic Group communities at Sukhothai World Heritage Sites in Thailand and to analyze component factor of desirable personality of the Thaipuan Ethnic Group community at Sukhothai World Heritage Sites in Thailand. The finding illustrated that there were 80 items were constructed from content analysis of In-Depth Interview and there were 6 components comprising 1) Honesty, patience and dedication are personality of the people in the world heritage sites, 2) Sources meditation practice, moral, and giving would be go along with world heritage sites, 3) Experience of building and biological knowledge of the ancestors should be inherited from generation to generation continuously, 4) Creator of the world heritage is the king who practices dharma would be a representative of the personality for his people, 5) Traditional craft literacy is educational mechanism for teaching integrity, 6) World heritage reflects sufficient agriculture as remind the patience and kindness.

Key Words: Personality/ Ethnicity / Sukhothai World Heritage Site / World Heritage Site of Angkor Wat

1. Introduction

Theoretical concepts of personality by Hilgard and Atkinson (Hilgard and Atkinson, 1962), the history of the Thaipuan and Khmer ethnic, the history of Sukhothai and Ankor Wat World Heritage Site, the concept of culture and personality, the concept of cultural lag, the concept of economic anthropology, theory of cultural ecology of Julian Stewart, theory of cultural diffusion (Edward B.Tylor and Lewis H. Morgan), education philosophy of William C. Bagley, psychology of learning, psychological development of children, education policy (Mikusol, 1984) and related research were concluded and integrated for this study.

Study of social and cultural history in the North-East of Thailand since 1868 - 1910 with case study of tropical forest districts Khmer was conducted by using qualitative research methods to collect data from field study. It was found

more than documents from Government and was found that before the reign of the Fourth King to the Fifth King of Thailand. These peoples were almost independent self-governing (highly autonomous) by their own leaders (Elite), but later, in 1883, the government of the King of Thailand, commissioner had ruled this area by the administration with the new system. However, they did not satisfy and against by their old believe leaders as Pheebun for instance, therefore, the government of Bangkok was beatable and changed the governor from Mueang to the Province until present. In that time, the GUI (a tribe of Cambodian), Cambodia and Laos were under the administration of Bangkok government. Nevertheless, the nationality, cultural, beliefs and career, also have a similar traditional identity in particular the GUI, their traditional occupations are to catch wild elephants and take care them. These are their old traditional cultures (Natsupa, 1997).

Personality traits with the facilities are easily distinguishable, appearance, manner, voice, speech, cognitive skills, and the ability to do activities. The mental characteristics are quite different such as emotions, attitudes, interests, values, ideals, aspirations, goals and the ability to adapt to the environment. These are difficult to observe. The genetic and environmental sources of individual people, affect their ability to adapt to environment, and individual differences.

The meaning of personality mentioned above, if it is analyzed according to the tourism industry concept which is related to the operation, management, production, sales and service, by consideration the personality affecting the operation. It is found that all the characteristics of personality influence to the results with variation of influences. It may give a sense of personality with the tourism industry as a whole person's physical and mental conditions to be benefit for the tourism industry, both in terms of administration, production and distribution and services in the tourism industry.

One theory about the personality, the relationship between emotions and the ability to know yourself (Self Awareness) is a clever one, because we are conscious or aware of our own behavior depends on how we look at it, we do compare to the environment in the world and how we can control our behavior, the ability to manage and control our life is called personal performance (Self Efficacy).

The high powerful personal have confidence in the corrective behavior of the dialog. However, people with low self-efficacy will be disturbed; they are concerns on the need to interact with the environment which may be beyond the control of that person. Awareness and personal effectiveness will be integrated into the personality.

Human personality is vital to national development. Whether it's social, economic and political, personality of a man will lead to various aspects of human behavior such as generosity, compassion, honesty, patience and diligence or in contrast, such as corrupt egotist like a downtrodden people, and irresponsible personality, these are very important for developing countries because it affects the development of the country as well. If any person in any country with such a great personality improper or selfish, such an egotist like corruption, exploiting other, lack of responsibility, it will make that country can not be improved.

The world heritage city is the city that occurred from the past to the present such as Sukhothai World Heritage city of Thailand and Angkor Wat World Heritage city of Cambodia. To be the world heritage site must be evaluated with passed the selection criteria for UNESCO. These two world heritage sites are amazing for study because they are the areas where people have lived from the past to the present, therefore, how to have a personality, education, to convey the personality of one generation to another. It is an important issue to that people personality is positive or negative. So these two world heritage sites are interesting to study in terms of personality. Researchers have studied the characteristics of the communities in Sukhothai and Angkor Wat World Heritage and to find out whether such personality characteristics are desirable or not, if it is not, it will not support to develop the countries. To develop a policy for education in order to cultivate and develop properly, it should modify the personality to suit with development of countries in the era of globalization.

The old city has influenced the tourism industry such as Sukhothai Province and Siem Reap Province. These are places in the capital of Thailand and Cambodia. They often have problems regarding the safety of individuals, social problems, political regime, economy, and variety of problems of natural resources and the environment degradation. It has affected to the lifestyle of the people in the community over there. Human life starts from birth to grave in communities that influence to personality. Personality trait is the accumulation of life experience (Hilgard and Atkinson, 1962).

Angkor Wat was constructed from the early to mid 1100s by King Suryavarman II at the height of the Khmer Empire's political and military power. It was built in the shape of an enormous temple-mountain, and reportedly took some 50,000 artisans, workers, and slaves to complete. It was dedicated to the Hindu god, Vishnu, and is the world's largest religious building. King Suryavarman II built it as his state temple, although the temple has a west facing orientation, and some scholars have theorized that it was actually his funerary temple. Whatever its original purpose, Angkor Wat is one of the world's most awe-inspiring and breathtaking architectural accomplishments of all time (Cambodia, 2012).

The Sukhothai Historical Park covers the ruins of Sukhothai, capital of the Sukhothai kingdom in the 13th and 14th centuries (Discovery Asia Thailand' World, 2012) in what is now the north of Thailand. It is located near the modern city of

Sukhothai, capital of the province with the same name. The city walls form a rectangle about 2.0 km east-west by 1.6 km north-south. There are 193 ruins on 70 square kilometers of land. There is a gate in the centre of each wall. Inside are the remains of the royal palace and twenty-six temples, the largest being Wat Mahathat. The park is maintained by the Fine Arts Department of Thailand with help from UNESCO, which has declared it a World Heritage Site. The park has visited by many thousands of visitors for each year, where marvel at the ancient Buddha figures, palace buildings and ruined temples (Gosling, 1991, and Discovery Asia Thailand' World, 2012).

The protection of the area for Sukhothai World Heritage was first announced in the Royal Gazette on June 6, 1962. In 1976, the restoration project was approved, and in July 1988, the park was officially opened. On December 12, 1990, it was declared a World Heritage Site as part of the Historic Town of Sukhothai and Associated Historic Towns together with the associated historic parks in Kamphaeng Phet and Si Satchanalai (Department of Art of Thailand, 1962).

Sukhothai World Heritage Site is an important world heritage site. Because it is a historical city and satellite city that terms and criteria for consideration as a world heritage site, there are historic and country's cultural attractions, affect to the character of the ethnic community as a way of life of the community of Thaipoun Ethnic Group in Sukhothai World Heritage in Thailand. Khmer Ethnic Group in Angkor Wat World Heritage, is also historic and country's cultural attractions, affect to the character of the ethnic community as a way of life of the community. The differences of both world heritage sites, as a result, the researchers were interested in to study how two ethnics tied to Buddhism as well and whether they have different personalities or not. Even though, they have different environments, such as influence of architectural heritage. The system of service industry of world heritage sites, it may influence the personality of the people in the community who live in that area. Both Sukhothai and Angkor Wat were the capital and have been ruled by the king at the same time. Therefore, the situation in the past, it might shape the personality of the people of the two cities, it is interesting to study (Punpeamrat, 2009), therefore, this study aims to clarify the personality of the Thaipoun Ethnic Group and Khmer in the two world heritage sites.

2. Objective

- To study desirable personality of the Thaipuan Ethnic Group at communities in Sukhothai World Heritage Sites in Thailand
- To analyze component factor of desirable personality of the Thaipuan Ethnic Group community at Sukhothai World Heritage Sites in Thailand.

3. Methodology

3.1 Qualitative research was used for data collection from In-Depth Interview form with In-Dept Interview with structural form with 100 peoples comprised 50 Thaipuans collected from communities at Sukhothai World Heritage Site in Sukhothai Province in Thailand and 50 Khmers collected from communities at Angkor Wat World Heritage in Siem Reap Province in Cambodia. The quantitative research was survey research with 500 peoples of Thaipuan Ethnic Group communities who live at Sukhothai World Heritage Site.

3.2 Quantitative research was survey research with 500 peoples of Thaipuan Ethnic Group who communities who lived in Sukhothai World Heritage Site.

4. Results

4.1 In-Depth Interview

The results of In-Depth Interviews with peoples comprised 50 Thaipuans, and 50 Khmers from both of the world heritage sites. The two main findings included genetic and environmental factors as the followings.

4.1.1 Genes (Heredity) or potential congenital (Inborn potentialities) is carried out with babies from birth.

4.1.2 Personality is influenced by the environment around the person.

- 1) Nature
- 2) The social

Content analysis of personality components related to Thaipuan ethnic group at communities in Sukhothai and Angkor Wat World Heritage Site, then be selected and developed to set the questions, amount of 80 items. Then led to explore the Thaipuan ethnic group by identified the people who lived in the areas of the world heritage community in the old town district, Sukhothai Province, and Khmer at communities in the world heritage Angkor Wat in Siem Reap Province in Cambodia.

4.2 Survey Research results

The questionnaire was used to collect data from 500 peoples of Thaipua ethnic group who communities who lived at Sukhothai World Heritage Site. Then the factor analysis was used for component determination. There were 6 components were constructed as presented in table 1 as followings.

Table 1 Components of Desirable Personality of the Thaipuan Ethnic Group Communities at Sukhothai World Heritage Sites

Components	Number of Variables	Weight
1) Honesty, patience and dedication are personality of the people in the world heritage sites.	15	0.652-0.351
2) Sources meditation practice, moral, and giving would be go along with world heritage sites.	8	0.552-0.370
3) Experience of building and biological knowledge of the ancestors should be inherited from generation to generation continuously.	10	0.584-0.510
4) Creator of the world heritage is the king who practices dharma would be a representative of the personality for his people.	6	0.470-0.316
5) Traditional craft literacy education as a mechanism for public integrity.	5	0.762-0.490
6) World heritage reflects sufficient agriculture as remind the patience and kindness.	5	0.653-0.431

From table 1, the finding indicated that there were 6 components of desirable personality of the Thaipuan Ethnic Group communities at Sukhothai World Heritage Site. The 6 components comprising 1) Honesty, patience is the sacrifice of the people in the world heritage sites with weight between 0.652-0.351, 2) Sources meditation practice, moral, and giving would be go along with world heritage sites with weight between 0.552-0.370, 3) Experience of building and biological knowledge of the ancestors should be inherited from generation to generation continuously with weight between 0.584-0.510, 4) Creator of the world heritage is the king who practices dharma would be a representative of the personality for his people with weight between 0.470-0.316, 5) Traditional craft literacy education as a mechanism for public integrity with weight between 0.762-0.490, and 6) World heritage reflects sufficient agriculture as remind the patience and kindness with weight between 0.653-0.431.

5. Discussion

World heritage in the urban context, researchers have been studying and collecting information about Sukhothai Historical District, geography, territory size and location, and topography, climate, populations, natural resources, from the past to the present including forest, water and minerals, occupation of the people in the community, agricultural, trade, craft, education, politics, society, economy, result in disciplinary of personality in sacrificing integrity and patience of the Thaipuan ethnic group.

Community context of world heritage in Cambodia, information was collected at the history of the village, the territory, geographic, communication population structure, occupation, density of population, health, natural resources. From the past to present, beliefs of the people in the community, education, politics, economy and society, the character of the discipline, sacrifice, honesty and tolerance of Khmer ethnic. This is consistent with the theory of Ernest R. Hilgard (Hilgard, 1962) noted that personality means the majority of individuals as a way to adapt to the environment, each of which is a form of expression of different behaviors. It consistent with the personality theory, include with personality theory of Erikson or psychosocial theory. Moreover, it also pertinent to personality theory based on the concept of Cheldon who studied about the relationship of human body and the expression of various theories of individual personnel and theory of personal identity of Alfred Adler believe in the influence of heredity and environment affect to a person's personality. Additionally, he also believed that, in pressure situations will make people with disabilities or people who lack

capacity, emphasize the distinctive personality to appear more prominent., then he concluded that the structure of his theory, the formation of personality is the result of what is congenital (Organism), because humans have a long period of being an infant, this will affect the personality of the ethnic of communities in Sukhothai and Angkor Wat World Heritage Site.

Content analysis of personality components related to Thaipuan ethnic group at communities in Sukhothai and Angkor Wat World Heritage Site. Content analysis related to ethnic personality in the Kingdom of Thailand and the Kingdom of Cambodia, then be selected and developed to set 80 items. Then led to explore the Thaipuan ethnic group by identified the people who live in the areas of the world heritage community in the old town district, Sukhothai province, and Khmer identified by the communities in the World Heritage Angkor Wat in Siem Reap Province in Cambodia, be a number of 500 people according to criteria and terms of quantitative research methods with Exploratory Factor Analysis technique. It can be summarized as reasonable, in the study factors associated with ethnic personality of Thaipuan ethnic group at community in Sukhothai and Angkor Wat World Heritage Site.

6. Recommendation

Indigenous development in the Mekong sub-region, in the perspective of global approach, it can be used as guideline for national development strategies in terms of education policy in the Mekong sub-region countries which consists of 6 countries: Republic of China, Kingdom of Cambodia, Union of Myanmar, Laos, Socialist Republic of Vietnam, and Thailand.

Moreover, the leader of each country should have strategy for promotion and development of world heritage sites including promote community and social level to know and understand for development strategy and distribute to global level.

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